

Y!CON 2016: Brands get set for youth market insights

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Student Village is offering a unique marketing insight into SA's youth market, taking brands into the world of the Afrillennial™ (African Millennial) like never before, at Y!CON 2016. As South Africa's youth market specialists and in partnership with Bizcommunity as its online partner, the brand will be plugging into the minds of the coolest and most influential marketing gurus and students to help brands uncover Afrillennial™ mindsets.



“We’re offering brands the opportunity to probe students in a high-octane session and have all their marketing questions answered within the youth market,” said Marc Kornberger, Co-Founder and Director of Student Village.

Heard of speed-dating? Student Village have created speed-branding sessions – punchy slots with the most plugged-in students, as they take your questions and share what brands like yours should be doing to capture their attention.

With an array of industrial experts, celebrities, international speakers, research and stories from students, delegates will be getting a rich insight into the elusive African youth market. Ronen Aires, CEO of Student Village, will also be presenting the research report on Afrillennials™ which focusses on successful integration and retention of graduates in the workplace, also unpacking how they fit within brands' framework.

International speakers will share how brands are getting it right with the youth in Africa. Delegates can also expect to hear the most impactful stories about how brands cracked it using non-traditional marketing methods from a host of top brand ambassadors.

The speaker line-up includes the likes of international guest speaker, Adebola Williams, Founder of Red Media Africa; Mike Stopforth, CEO of Cerebra; Khuli Chana and Refiloe Ramogase, Founders of Maftown Heights; Khensani Nobanda, Executive Head of Department for High Value, Vodacom; and Richard Mulholland, Founder of Missing Link.

Conference take-aways that delegates can expect include:

- Insights into youth lifestyle, culture and what's hot right now
- Understand media consumption patterns of young people
- Understanding youth spending decisions
- Invaluable social media and online trends
- How to develop the right engagement strategies
- Understand how to approach this generation in the workplace and get the most out of them

Y!CON 2016 is targeted at professionals operating in the marketing, branding, as well as social and digital media space, whether for an agency or brand. It is further recommended for researchers, human resources, the public sector, charities and CSI entities to attend.

Date: 17 March 2016

Venue: The Venue, 17 High Street, Melrose Arch, Johannesburg

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To book your space or to find out more, visit www.studentvillage.co.za/ycon.

For more, visit: <https://www.bizcommunity.com>